



# {OPEN}:HACK

TM Forum's {open}:hack brings together talented innovators, open data, open ecosystem platforms and open APIs to create an environment of innovation and creativity.

Our goal is to enable an open digital ecosystem where new services can be delivered quickly, easily and securely. Leveraging a common underlying platform, hackers will create solutions and applications that will help solve greatest challenges across multiple ecosystems: smart cities, smart environment, smart health and internet of everything.



## PROMOTE

Sponsors showcase their APIs and platform capability in an open ecosystem environment



## COLLABORATE

Hackers and Sponsors benefit from TM Forum's process of collaboration



## IMPROVE

Get vital feedback on solutions and products from Hackers



## BRIDGE

Demonstrate the power of your product in an open innovation environment

# {OPEN}:HACKS 2017

February 6-7  
2017  
Lisbon  
Portugal

TM Forum Live!  
{open} Hack  
May 14-15, 2017  
Nice, France

September  
25-29, 2017  
Vancouver  
Canada

TM Forum Live! Asia  
December 2017  
Singapore

## SUGGESTED HACKATHON THEMES



Smart City



Smart Environment



Smart Health



Internet of Everything

*Date and locations subject to sponsorship revenue being achieved by September 1, 2016.*

NAVIGATION... ▼

{ TM Forum Hackathons }

+ Hackathons 2016-2017

+ **Hackathon by Numbers**

+ Past Hackathon winner

+ Top Five Reasons to Sponsor

+ Sponsorship Packages

API Series Sponsor

Hack Sponsor

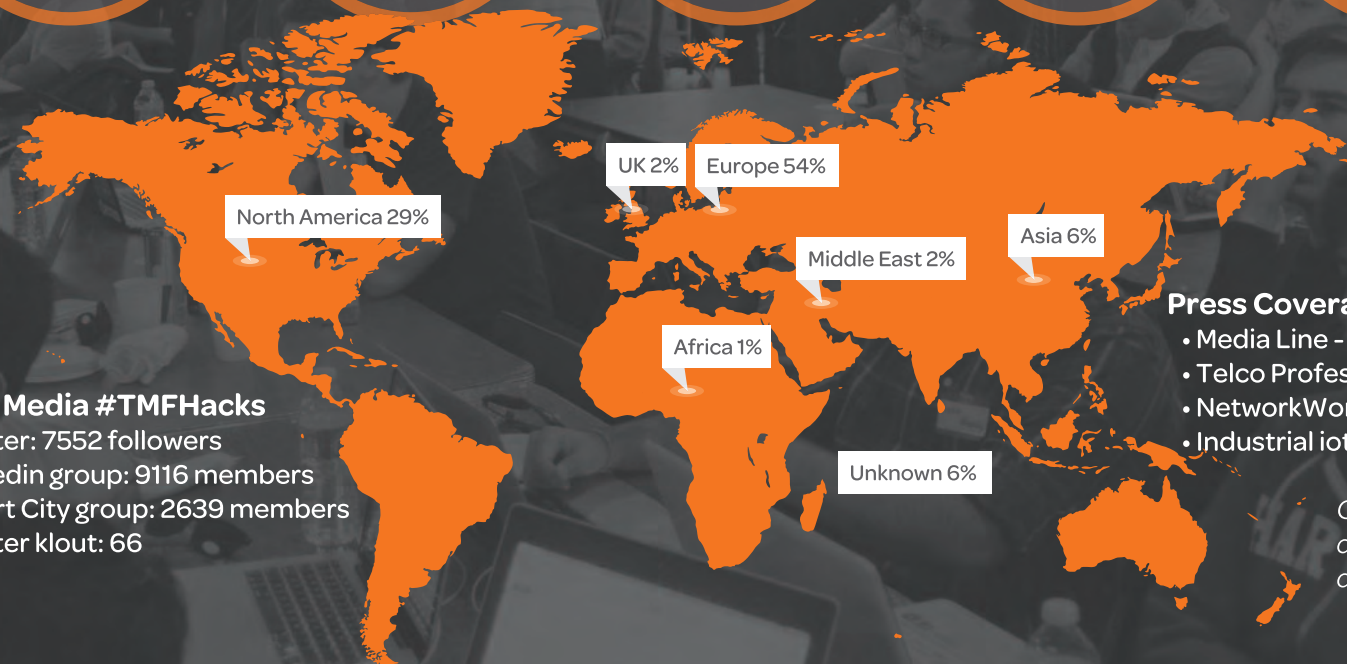
+ Contact Us

# { OPEN } HACKS BY THE NUMBERS



## Social Media #TMFHacks

- Twitter: 7552 followers
- LinkedIn group: 9116 members
- Smart City group: 2639 members
- Twitter klout: 66



## Press Coverage Includes:

- Media Line - January 2016
- Telco Professionals - May 2016
- NetworkWorld - May 2016
- Industrial iot 5G - May 2016

*Click on the list above to view articles*

# { PAST HACKATHON WINNERS }

## Early and accurate emergency response system for Forest Fires

1st prize – July 2016

The Firebot team created an app that enables hikers and others to report forest fires and provide location data and accurate information about the fire's progress. The app, Firebot posts the position of the fire on Google map, analyzes the data to figure out the best response and alerts people in communities nearby. This was particularly relevant app for British Columbia, where forest fires are a very real hazard.

Firebot has been invited to participate in Telus's innovation labs to help bring their product to market.

## Farm to Table : Connecting Farmers with Local Families & Restaurants

2nd prize- July 2016

The Open Farm team created an app to link farmers to local people and restaurants, thereby reducing waste, keeping prices down for consumers, with higher margins for farmers, while ensuring families and communities get high quality, healthy food. The app enables people to place orders and connect directly with the food producer. An SMS via TELUS alerts customers when their order is on the way. The team used mangOH from Sierra Wireless to monitor the product constantly, with updates every five seconds, to check the temperature, oxygen and humidity levels.

## Asset Management solution for Smart Cities

3rd prize – July 2016

The ShowMiAssets team created an application which enabled city managers to manage a growing catalogue of 1000's of assets around the city such as garbage cans. The team validated the business model and tested the interest level of this IoT application with the TM Forum membership community of this significantly growing sector of asset management in cities.

## Cities, Collaboration, and Ecology

1st prize – May 2016

The Garden Sharing team came up with a solution to connect people to create new ways to grow food and collectively care for plants. A city and its citizens could make money through renting out their green spaces and partners could monetize the idea in a number of ways – from promoting gardening tools to offering IoT as a service, through sensors in gardens which remind people when they need to water their plans.

## Social Nudging : Smart City meets Gamification

2nd prize – May 2016

The City of Things team created an app based around the concept of 'social nudging' and gamification – do good things for your city and be rewarded. The app showed the ability to offer citizens tasks they could do (such as pick up trash) in return for rewards, such as a reduced water bill. The dashboard would show how much a person has saved or earned in a month, a real-time view of the 'health' of the city and the top priorities for action.

## TM Forum {open} Hacks give teams the platform to learn and develop their idea by:

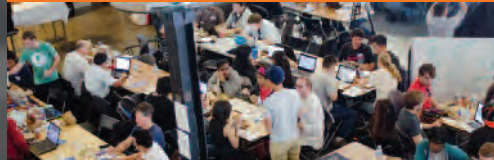
- Providing a platform of innovation underpinned by industry standards
- Bringing together the whole ecosystem; large enterprise, startups, developers and other companies to push the boundaries of innovation
- Building quality business and technical relationships across the industry and ecosystem
- Coaching on ecosystem platform and open APIs best practice to ensure interoperability
- Providing expert technical coaching on IoT architecture and APIs

Open Hack is an excellent vehicle to validate your product, gather learning back into your organization, build strategic relationships and engage with developer communities generating new innovative platforms and services underpinned by your platform / product and industry agreed Open APIs.

# { TOP 5 REASONS TO SPONSOR }

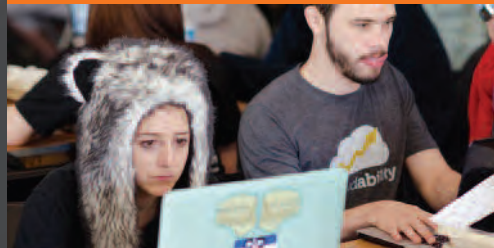
## 1. TM Forum hacks help cultivate a culture of innovation

TM Forum brings together application designers, engineers, developers, entrepreneurs, data scientists, and university students, enterprises and cities to promote innovation and entrepreneurialism.



## 2. Gain extensive branding exposure

TM Forum API sponsors will be featured on TM Forum's {Open}: Hack website, promotional video, and signage to hundreds of hackers.



## 3. TM Forum provides unique expertise

TM Forum brings together the industry data sources and APIs into a single host environment representing data and API sources from across multiple ecosystems. Our experts will work with you to ensure ease of integration.



## 4. TM Forum's extensive global outreach

As an industry association with over 900 member companies, TM Forum has an extensive network to promote our Hacks.



## 5. Opportunity to showcase your APIs and functional capabilities in an open digital and live ecosystem environment

TM Forum Hack environment will integrate APIs, data sources and content from across the ecosystem into a single hosted environment, creating a hub of ecosystem to ecosystem innovation. This environment uniquely designed for mashing together creative solutions across any boundary, this creates a whole new dimension of possibilities for creativity.



NAVIGATION... ▼

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+ **Sponsorship Packages**

API Series Sponsor

Hack Sponsor

+ Contact Us

# Sponsorship Packages

# API Series Sponsor

5 available – \$50,000

As the API sponsor your API's, data sources or content will be exposed in the integrated ecosystem to ecosystem environment for all regional and global hackathons, and therefore will be promoted from February 2017 through to December 2017.

- Company logo with sponsorship designation on website
- Company logo with sponsorship designation on event signage
- Opportunity to give a Keynote address at each hack (5 minutes)
- Up to 7 staff can attend each Hack\*
- Opportunity to include APIs or platform into technical platform used at the Hackathon
- Opportunity to influence onsite challenges
- Opportunity to propose a judge for each hackathon
- Company logo on event badge
- Company logo on event t-shirt
- Sponsor table
- Company logo and description featured in the participants section of the onsite guide for TM Forum Live!
- Company logo in Hackathon highlight video
- Opportunity to distribute company swag
- Opportunity to participate in interviews, blogs, and articles pre and post Hackathon

*Note: Technical and marketing expertise from your organization will need to be available to support all hack activities during this period.*

# Hack Sponsor

3 available per Hack – \$15,000

Where an organization is locally focused and wish to partner for one hackathon rather than the series.

- Company logo with sponsorship designation on website
- Company logo with sponsorship designation on event signage
- Opportunity to participate in interviews, blogs, and articles pre and post Hackathon
- Opportunity to distribute company swag
- Sponsor table
- Up to 5 staff can attend the Hack \*

*\*By sponsoring, each company is agreeing to participating in the technical and business development of each hackathon. While our hackathons are competitive for the participants we provide a collaborative platform of innovation from all parties to ensure your business and technical objectives are achieved and to ensure success for all.*





# {open} :hack

tmforum | connecting digital ecosystems

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